

## Message Text

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DRAFTED BY CU:LAMINNICH:GBM

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FM SECSTATE WASHDC

TO AMEMBASSY TOKYO

UNCLAS STATE 061587

E.O. 11652: N/A

TAGS: SCUL, OEXC, JA

SUBJECT: RECOGNITION OF BICENTENNIAL PROJECTS

REF: TOKYO 3497, TOKYO 3138, TOKYO OM FEB. 20

1. DEPARTMENT APPRECIATES EXTENSIVE DEVELOPMENT OF BICENTENNIAL PROJECTS BY JAPANESE ORGANIZATIONS AND ATTENTION OF EMBASSY IN PROMOTING APPROPRIATE RECOGNITION. JAPANESE INITIATIVES ARE LEADING THE WAY IN IDENTIFYING RECOGNITION POLICY NEEDS AND ARE BEING GIVEN CAREFUL ATTENTION.

2. RE BUDOKAN MARTIAL ARTS TROUPE, DEPARTMENT IS SEARCHING WITH ARBA FOR FORMULA TO PERMIT RECOGNITION AND WILL ADVISE POST ASAP. PROBLEM IS THAT ARBA LACKS CAPACITY FOR EVALUATING QUALITY OF MANY DOMESTIC PERFORMING GROUPS AND PROPERLY FORESAW DIFFICULTY OF PUTTING OFFICIAL APPROVAL STAMP ON SOME BUT NOT OTHERS, HENCE ESTABLISHED POLICY AGAINST RECOGNITION OF ARTISTIC PERFORMANCES.

3. COULD BUDOKAN TROUPE BE SUBSUMED UNDER JAPANESE GOVERNMENT BICENTENNIAL PROGRAM? LOGO CAN BE AUTHORIZED BY EMBASSY FOR FOREIGN GOVERNMENTAL PROGRAMS, ALL OF WHICH ARE AUTOMATICALLY ACCEPTED AS OFFICIAL CONTRIBUTION TO BICENTENNIAL.

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TENNIAL. DEPARTMENT AND ARBA BELIEVE IT UNDESIRABLE FOR

OTHER GOVERNMENTS TO HAVE TO APPLY FOR RECOGNITION. AT APPROPRIATE TIME, APPROXIMATELY JULY 4, 1976, APPROPRIATE RECOGNITION AND APPRECIATION OF COMPREHENSIVE PROGRAM OF A FOREIGN GOVERNMENT WILL BE ACCOMPLISHED, OBVIATING MULTIPLE CERTIFICATION FOR INDIVIDUAL ITEMS IN A MULTI-PROJECT PROGRAM.

4. DEPARTMENT ALSO CHECKING POSSIBILITY OF ACCOMPLISHING RECOGNITION OF BUDOKAN TROUPE AS AN ATHLETIC PROJECT RATHER THAN "PERFORMING ARTS."

5. SANKEI SHIMBUN EXHIBIT: ARBA CANNOT AUTHORIZE USE OF LOGO ON COMMEMORATIVE MEDALLION PROPOSED FOR SALE. COMMERCIALIZING LOGO IS DIFFICULT BICENTENNIAL ISSUE IN U.S. AND IS STRICTLY REGULATED WITH ROYALTIES PAID TO ARBA FOR AUTHORIZED COMMERCIAL USES. ARBA REGULATIONS PROHIBIT LICENSING FOREIGN PRODUCTION OF COMMERCIAL COMMEMORATIVE ITEMS AND ARE NOT LIKELY TO BE CHANGED. SUGGEST SPONSORS USE SOME OTHER SYMBOL ON MEDALLION OR PRODUCE IT AS A NON-COMMERCIAL ITEM IN WHICH CASE LOGO CAN BE USED UNDER OFFICIAL RECOGNITION ALREADY ESTABLISHED.

6. JAPANESE YOUTH GOODWILL CRUISE: AS INDICATED ABOVE, GOVERNMENT PROJECTS ARE REGARDED AS OFFICIAL BICENTENNIAL CONTRIBUTIONS AND EMBASSY CAN AUTHORIZE USE OF LOGO. BINET FORM BEING FORWARDED TO ARBA FOR COMPUTER AND FUTURE CALENDAR PURPOSES. KISSINGER

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